



Persuasive Proposals for Increasing Your Electronic Resources and Services

Virginia Cairns

Jan Lewis

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Always Over Prepare!

- Collect more data than you need.
- Anticipate counter-arguments (and be aware of previous attempts to persuade your administrator!)
- Prepare as if you are defending the very existence of your entire library program.
- Remember: data you collect may be reusable in other situations or for other proposals!



Environmental Data

- Start with campus data
 - Number of students and faculty in the program or major
 - Growth trends in the program / major
 - Degrees offered
 - New courses or programs that you are targeting



Use Existing Surveys

- Student surveys that include questions about library resources & services
 - At ECU, the annual Sophomore and Senior surveys include questions about library hours, access to databases & collections, training to use the library, and overall services
- Library-specific surveys
 - SurveyMonkey makes it easy



LibQual Survey Data

- LibQual includes questions for:
 - Access to information
 - Use to address adequacy of collections
 - Affect of service
 - Staff training / level of staff
 - Library as place
 - Facilities, furniture, group & individual study
 - Personal control
 - Website organization and content, federated search, e-journal linking, remote access, etc.



E-Journal Usage Data

- Open URL Resolver statistics
 - Some useful breakdowns
 - Not without problems!
 - Report formats and options vary
 - by title
 - by database
 - By content provider



E-Journal Usage Data (2)

- Scholarly Stats
 - More detailed data (ostensibly)
 - Also problematic
- None of these are perfect
- All require time to analyze
- Hunt for the “killer statistic”



Interlibrary Loan Data

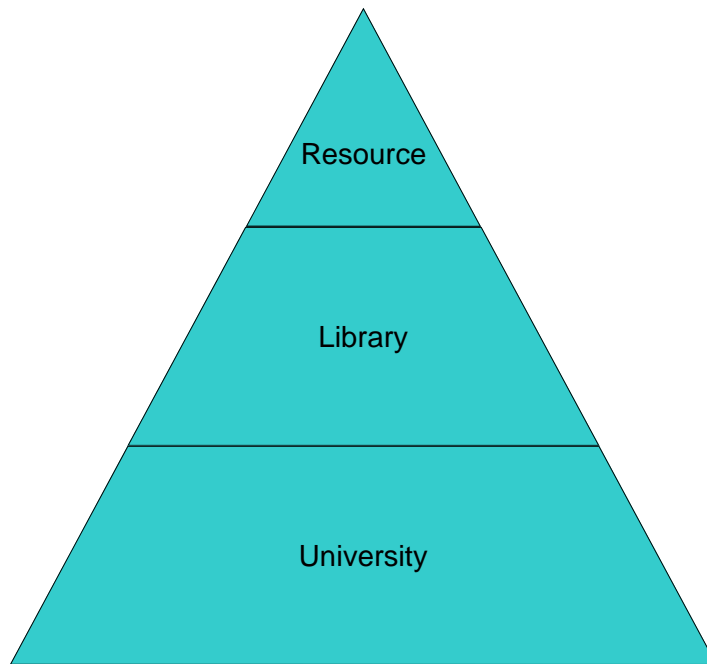
- Identifies discipline-specific “holes” in your collection.
- Identifies individual, known titles that users need.
- Copyright issues can work to your advantage as a compelling reason to work towards adding a resource.



Website Usage Data

- Subject pages with heaviest click through
- Hit rate on individual databases
- User input from “Contact Us” or “Make a Suggestion” website forms.

Strategic Planning



- Does the proposed resource support the University or Library Strategic Plan?
 - Here's a time when the broad language used in strategic plans can work to your benefit.




Budget information

- Use budget information to strengthen your case
 - Show that current funding doesn't reflect the growth of the department, or the needs of new faculty, new courses, etc.
 - If possible, identify a pot of money for the new resource. Be aware of endowments, special funds, etc., in addition to the main budget allocations.
 - If permitted at your institution, explore ways to split costs with an academic department or other user group.



Budget numbers don't help?

- Argue that numbers don't tell the whole story. Maybe these factors apply:
 - Students in the discipline are heavy users of the library, disproportionate to their numbers
 - Specific course assignments require use of the proposed resource
 - It supports distance learning programs
 - The resource fills a niche or gap



And think of what will affect individual decision makers!

- Others in your peer group or geographic region offer the resource
- Purchase of the resource means you can create space savings by withdrawing or moving large serial runs to off-site storage
- Ability to cancel print eliminates staff time used for check-in and binding
- Anything else that is “hot” on your campus at the moment



Collect soft data, too!

- Solicit input from new faculty (what resources did they have at their previous institution?)
- ID your hard core researchers on campus and solicit their backing. (Hint: they often have money, too!)



Using your network

- Seek support from academic bodies on campus (graduate council, council of academic department heads, etc.)



Front Line Feedback

- Feedback from service desks
 - Purchase suggestions
 - Unanswerable reference questions
 - Unmet need for an assignment
- Feedback from database trials
 - Front line reference librarians
 - Instruction librarians (demo in class?)
 - Target teaching faculty
 - Users on the campus at large

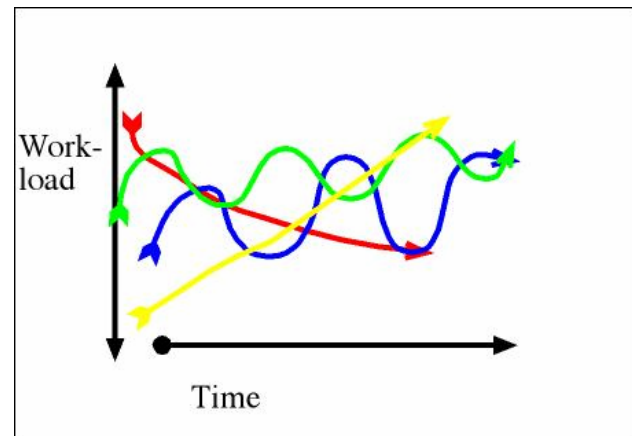
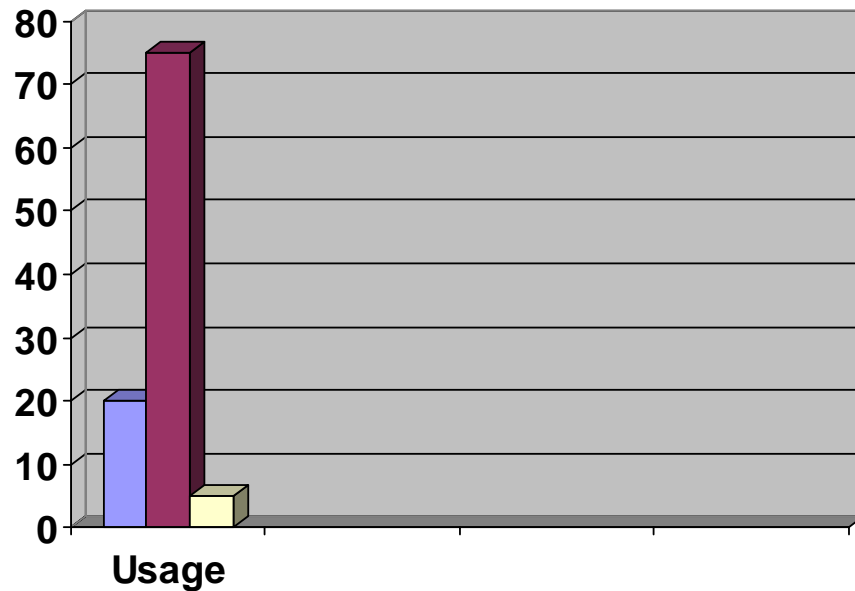


Quotes

- Key figures on campus can help!
- Compelling words from outside the library.
- A prominent “sound bite” quote can help sell your idea.

Formatting Tips: Visual

- Use the simplest visuals for maximum impact.





Formatting Tips: Final proposal

- Keep it as lean and focused as you can.
- Thorough, but not overly wordy.
- Use bullets and/or outlines.
- A table of pros and cons can be useful.
- Save your strongest and best words for your conclusion.



Final conclusions:

- Pick and choose from the tips and techniques described here.
- Each proposal will call for a different mix of these variables.
- The overall goal:
 - A lean, focused appearance for the report, with content that is chock full of both hard and soft data.



A chance for input

- Experiences to share?
- Problems you have encountered?
- Feedback?



Thanks!

- Janice Lewis
 - LewisJA@ecu.edu
- Virginia Cairns
 - Virginia-cairns@utc.edu